

INDIVIDUAL RESPONSIBILITY WILL MAKE THE LIBERTY LOAN DRIVE WIN

THE fourth Liberty loan campaign is about to open. It starts next Saturday, September 28, and before its conclusion the American people and others residing in the United States, aided by Americans residing in foreign countries, must have subscribed to \$6,000,000,000 worth of bonds. Knowing the loan was coming, they are presumed to have made arrangements to meet it. Whether they have or not, they are expected to be ready to subscribe to the limit.

All Americans are duty bound to subscribe, if it is humanly possible for them to do so, and all foreigners enjoying the privileges and protection of the American government should feel the same obligation, taking for granted that they are convinced of the righteousness of the cause for which the United States and our allies are fighting.

This is to be the biggest loan the American government has floated, of a series of loans which are to be the greatest in history. In the three preceding Liberty loans, the United States treasury raised \$10,000,000,000. This fourth loan, then, is to be two-thirds the total of the other three, or twice the amount of any of the preceding loans if the three had been of equal size.

Because it is to be an undertaking much greater than any that have preceded it, this loan calls for unprecedented efforts if it is to be fully subscribed. In the third loan campaign, it was sought to make the total subscribers number 20,000,000. This time the number of subscribers must be far more than 20,000,000. A six billion dollar loan means \$60 worth of bonds for every man, woman and child in the continental United States, rating our population at 100,000,000. Taking into consideration the fact that 3,000,000 of our population are now in the army, navy or marine corps, the bonds must actually be apportioned among considerably less than 100,000,000 people.

The figures are mentioned to make it clear that the greatest efforts are necessary if the loan is to be subscribed. This will be the greatest exploit salesmanship ever undertaken and the national Liberty loan headquarters has made preparations for it with that fact clearly in view. The sales campaign is the most elaborate the country has ever known. It is doubtful if any of our allies have ever gone into a money raising drive with plans so comprehensive.

But the essential point is that the sense of individual responsibility be awakened. There will be four minute speakers, local committees of bond salesmen, flaming posters, newspaper advertisements, solicitors of many kinds, motion picture appeals and all that, but the task of converting the bonds into cash will be immensely more difficult unless each individual is brought to realize that the country looks to him to bear a full share of the nation's war burden; that his money is needed to buy food, clothes and bullets for a soldier, and that if he does not subscribe some American machine guns may be out of ammunition when the enemy attacks. If that can be driven into every mind, the loan will be subscribed without much difficulty. And subscription is not enough; now, as always, the goal is to be a strong over subscription.

Serbs make a nine mile drive. Fore, Bulgaria!

The worst crimes of the jitties are that they give everybody a comfortable seat and cover the distance in half the time.

Creditors are not opposed to receiving questionnaires of account but they sometimes object to being placed in deferred classification.

Some of our best army officers are going overseas and winning fame and promotion by whacking the Hun, while other good ones are being interested in the United States apparently for the period of the war.

The people of the United States rate very highly the intelligence of president Wilson, but would appreciate it if he would also credit them with some intelligence—enough, at least, to elect senators and representatives without dictation from him.

Bedtime Story For The Little Ones

UNCLE WIGGLY AND THE CRICKET.

"WHERE are you going?" asked Nurse Jane Fussy Waxy of Uncle Wiggly Longears one morning, as he was taking his dog out of the hollow stump bungalow as he usually did. "What are you going to do?"

"Well, I'm ready for almost anything," answered the bunny. "I'll go to the store for you, or look for an adventure, which ever happens first."

"As long as you are not particular," said the mischievous lady, "you might stop at the store on your way home and bring me a loaf of bread."

"I will," promised the bunny, and away he hopped, his pink nose looking almost as gay and bright as the grass above after it had had its face washed.

Along and along went Uncle Wiggly, and pretty soon he came to a little dingy dell in the woods under a green tree, and there was a carpet of pine needles on which he could sit to rest, or to eat, or to sleep, or to do anything he pleased.

"How is that?" asked the bunny rabbit gentleman.

"Well," went on the cricket, as he crossed his hind legs, making a little sound like a fiddle as he did so, "you see I am a jolly chap, I am sure, and I play and jolly music all summer, to make things as jolly as I could. I don't have any time to put away potatoes or corn or apples or anything like that."

"Now it is nearly time for winter, and I have nothing to live on in the cold days, and no place to stay. I dare say it was very foolish of me, but no one told me to get ready for a cold spell, and—well, I guess I'll have to freeze."

"Won't any of your friends help you?" asked the bunny.

"Well, none of the other crickets have anything, nor have the grass hoppers nor Katy Dids and Katy Dids, who are my nearest friends. They are like me, they are jolly, but they never did a thing but big holes to put food in. So I think I must help you now. I'll take care of you all winter."

"Oh, will you? That will be jolly!" chirped the cricket, and he played a most gay and happy tune.

"Uncle Wiggly put the cricket in his tail silk hat, as the black chirping creature was ready to fall from the late September frost, and then the bunny brought Nurse Jane's loaf of bread. He gave the cricket in his hat some more slices.

"I've brought a friend home to dinner with me," said Uncle Wiggly to Nurse Jane.

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A Project Within a Project.

THE drainage project over in Arizona is being watched with no small degree of interest in the southwest because it is the second drainage attempt undertaken and is totally different from the first, which is in progress in the Rio Grande valley.

In this vicinity they are draining by means of ditches dug by dredgers. In the Salt River valley of Arizona they will drain by means of wells and pumping plants. They are to be in use by next June.

An assessment of \$270 an acre has been levied against the 200,000 acres, more or less, of land under the Roosevelt project to pay the cost of installing the pumping plants. There are to be 60 wells and the machinery for the pumping plants is now to be secured. Specifications have been furnished and bids asked.

The chief difference between the ditch and the well systems of drainage is that the wells go deeper. The ditches remove the surface water and that which is underground to a depth of ten feet or so. The wells will be about 40 feet deep and will drain the ground to that depth. Water pumped from the wells is to be used for the irrigation of lands for which there is now no water available. The water will be sold and the cost of installing and operating the wells and pumping plants thus recovered.

It will be only a few years until these wells pay for themselves through sales of water, not considering the money value of the drainage. Thus they will be a positive asset, just as the power plants installed by the Water Users' association are a positive asset. In this connection it will be of interest to water users under the Elephant Butte project to be informed that the power plants of the Roosevelt project are now bringing in enough revenue from the sale of hydro-electric power that the landowners are not being called upon this year for assessments to meet the annual repayment installment to the government for the cost of the project. It is altogether likely that the power sales will be sufficient from now on to pay off the balance of the more than \$12,000,000 which was the total cost of the project.

If these wells prove up to the forecasts, they will solve the drainage problem in the Salt River valley most satisfactorily. Developing about 200,000 acre feet of water for sale to lands which are still arid. That is about enough water for 75,000 to 100,000 acres. It is a big irrigation project in itself.

Among other things, this war is to prove that right makes might.

That awful combination of booze, firearms and motor cars has furnished El Paso with another tragedy.

Saint Just once said: "Keep cool and you command everybody." That's just what Foch is doing.

The battle of Armageddon having been fought again, the hosts of the Lord are rapidly putting the unbelievers to flight and completing the conquest of the Holy Land.

Central Australia reports the presence of green frogs that climb telegraph poles and roost on the insulators. They have not been seen in Texas since the state went dry.

Another thing: After this war there will be a dearth of German agents planting cement bases in neutral countries for German guns and undermining governments for the Kaiser's benefit. There may even be a dearth of kaisers.

Reports of the German emperor's illness are interesting and important if true. The American people would regret exceedingly if Wilhelm II were to die—except by being blown to pieces by a shell or bomb. Death by a mere bullet or even by any poison less stringent than Rough on Rats would seem to be too mild.

"Revolutionary movements in Germany are to be watched carefully by the allies in order that no deception can be practiced by the German ruling house," said C. Jack Henry, "it is possible that the German rulers might manufacture a revolution and set up a supposedly parliamentary government which will ask for peace."

"Smaller hotels and rooming houses are all losing money," said L. R. Craig. "They say that more than 25 of them in El Paso have gone out of business within the past month and many more will close their doors before very long. Many things have contributed to the existing conditions, especially the small amount of travel now being done. It costs a great deal of money to go from place to place and most people are saving every cent they can."

"All boys between the ages of 12 and 18 years should at once join the Boy Scouts of America in order that they may participate in the great work that the government has placed in the hands of the scouts, if for no other reason," said G. R. Zimmerman, scout executive. "Every boy wants to do something to help win the war, and scouts have opportunities that those outside do not. Since drummer boys and powder monkeys are no longer served."

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"I'm glad I helped the cricket," said Mr. Longears, and the cricket was glad, too, and if the dusting brush doesn't tickle the player piano and make it dance a fox trot when it ought to do a jig, I'll tell you next about Uncle Wiggly and Mrs. Sola Spider. Copyright, 1918, by the McClure Newspaper Syndicate.

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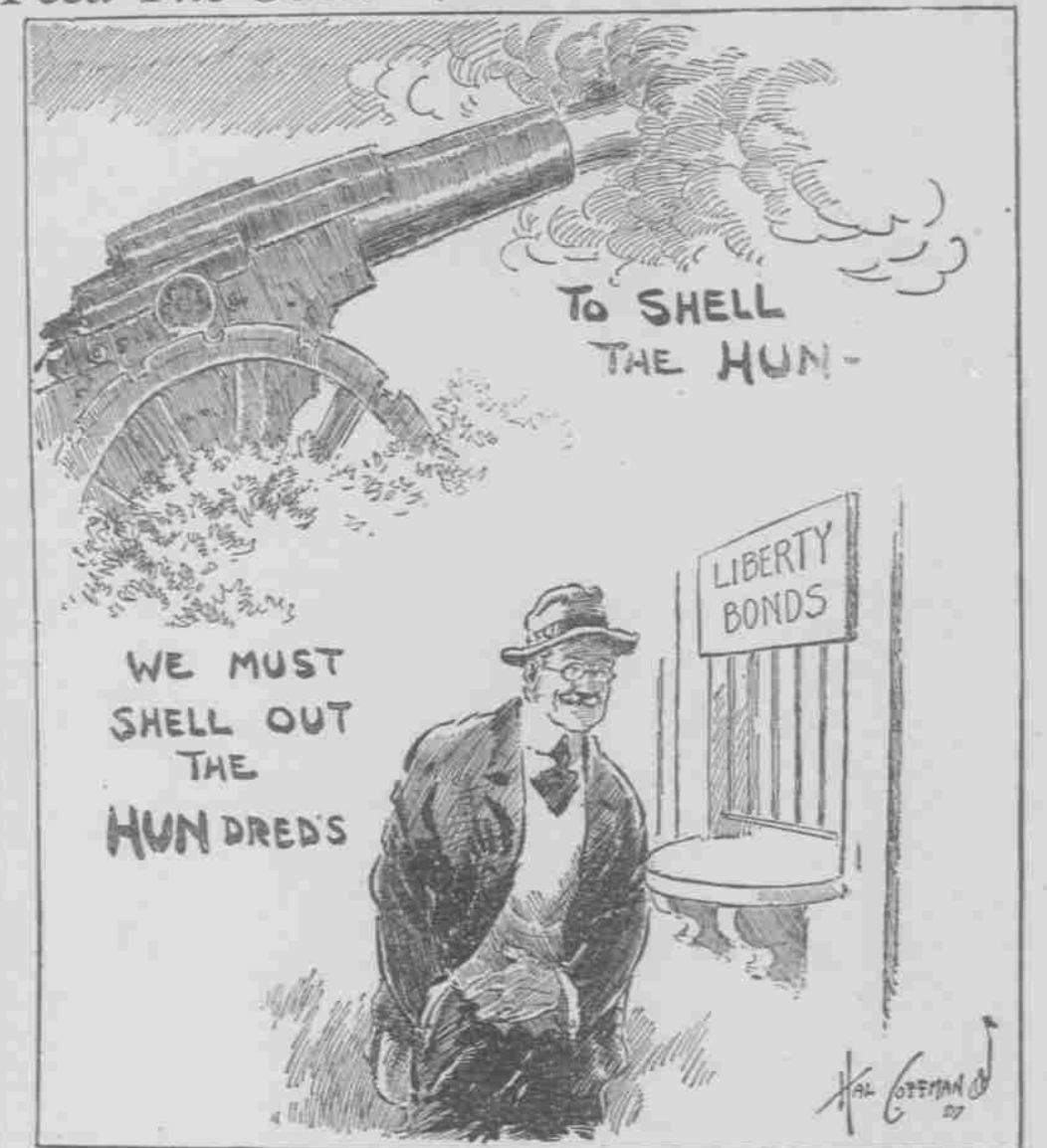
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Feed The Guns

By Hal Coffman



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"The condition of the Presidio country is the best I have seen in several years," said Harry L. Robinson, who has recently returned from Marfa. "There is plenty of grass and many fat cattle. Yearlings show a stunted growth, a result of the drought in that section last year but, for that, are in fine shape."

"The drought area of the country must be pretty well depopulated by this time from the great number of people coming through El Paso en route to Phoenix and the western states," said Miss Buena Gilder, secretary of the El Paso Automobile club. "There is never a day passes that motorists from this section of the state do not register seeking information for a western trip. The most touching of these west bound tourists was a family of seven who were traveling in a seven."

"This family was residing in the Big Springs district and stated there was nothing left in that part of the world; that people were leaving in wagons, and were poor men now, where cattleman had spent a small sized fortune, were closed, and cattle pens were vacant and not a sprig of grass was to be seen in the entire section. Men who had been considered well to do and were poor men now, and the thing of how to make money was a thing of the past, but how they could support their families was causing serious thought."

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Little Interviews

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